

**U.S. Consumer Product Safety Commission
LOG OF MEETING**

873400
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ADP

SUBJECT: All-Terrain Vehicles (ATVs)

DATE OF MEETING: August 23, 2005

LOG ENTRY SOURCE: Nicholas Marchica

DATE OF LOG ENTRY: August 30, 2005

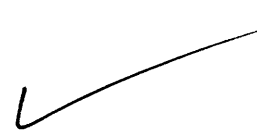
LOCATION: CPSC Headquarters, Bethesda, Maryland

CPSC ATTENDEE(S):

Commissioner Nancy Nord
Patsy Semple
Elizabeth Leland
Caroleene Paul
Nancy Sachs
Mark Kumagai
Suad Wanna-Nakamura
Howard Tarnoff
Rob Raffety
Nicholas Marchica

NON-CPSC ATTENDEE(S):

Emroy Watson, Yamaha Motor Corporation, USA
Mike Martinez, Yamaha Motor Corporation, USA
David Murray, Willkie, Farr, Gallagher, Counsel, Yamaha Motor Corporation, USA
Katie Matthews, American Academy of Pediatrics



SUMMARY OF MEETING:

Mr. Watson discussed Yamaha Motor Corporation, USA. The company has 600 employees. ATVs are manufactured in Noonan, Georgia. ATVs are also purchased from Yamaha Motor Corporation, Japan. There are 1300 dealers under contract to Yamaha Motor Corporation, USA. The dealers are primarily multi-line (over 70 percent) and sometimes sell "new entrant" products. Yamaha's market share has ranged from 20-25 percent over the last decade. Yamaha's ATV product line covers Utility (farming, hunting, recreation), Sport (pure recreation) and Youth machines.

Yamaha has not specifically considered a "transitional" or "Y-14" machine. However, the Yamaha representatives pointed out that the market for off-road motorcycles provides a natural progression of machines that considers size, weight and power. This progression does not exist for ATVs and should be considered.

The participants discussed magazine ads, information and education materials and the use of safety equipment. The revision of the ANSI/SVIA voluntary standard was discussed as well as the lack of conformance to the current version of the voluntary standard by the "new entrants" from Taiwan and China.

The need for ATV state legislation was discussed. The Yamaha representatives stressed the importance of the CPSC's presence in successful legislation in West Virginia and New Mexico.

Yamaha's dealer monitoring program was discussed.

Commissioner Nord requested that Yamaha take a leadership role at the upcoming SVIA board meeting in September. She asked that the voluntary standard process be jump started, the SVIA safety information be revised and, that SVIA set a goal to double the number of first-time buyers that are trained.